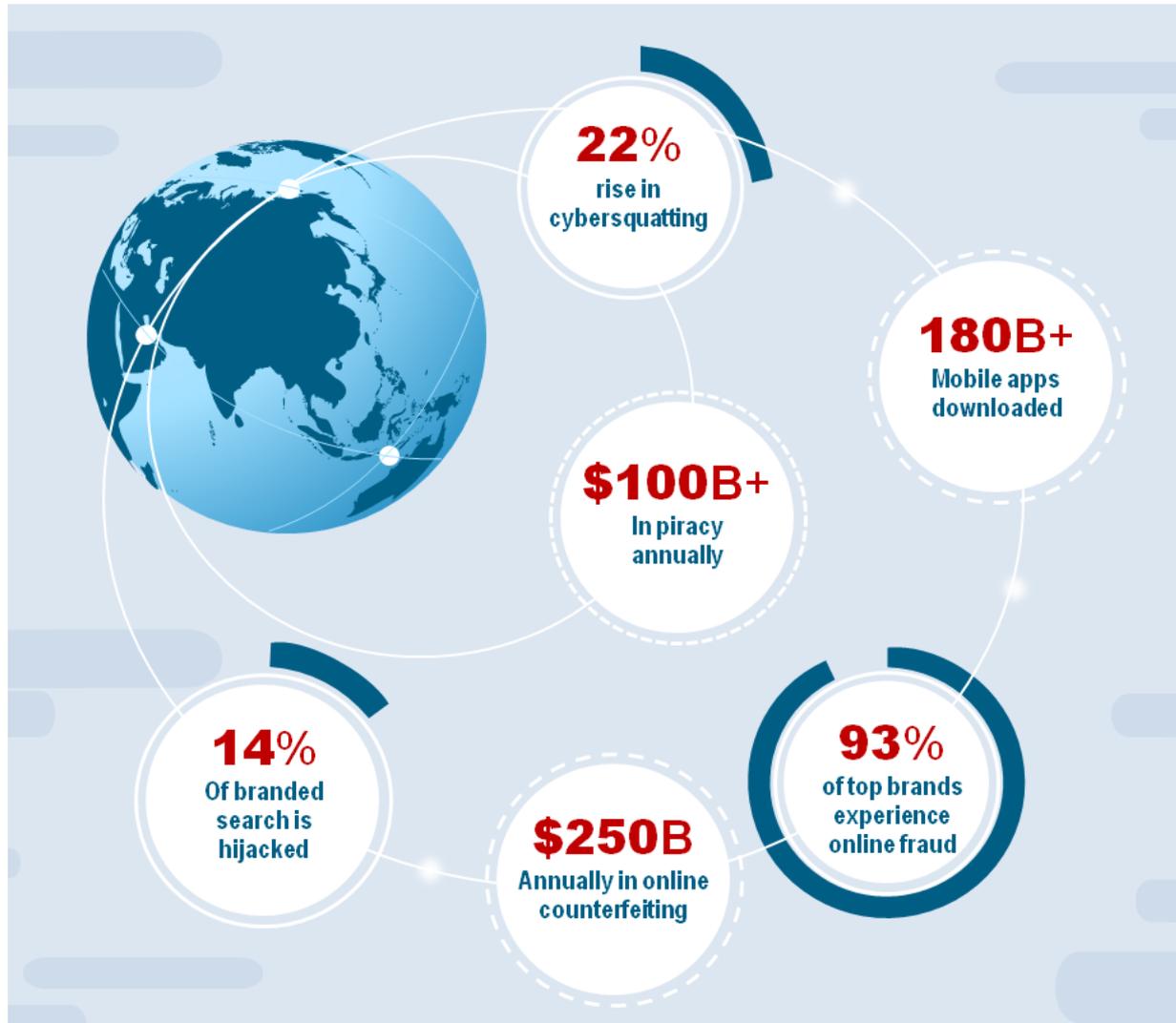


20th U.S. - China Legal Exchange  
Stanford University  
February 29, 2016

# IPR Enforcement and E-Commerce: A U.S. Perspective

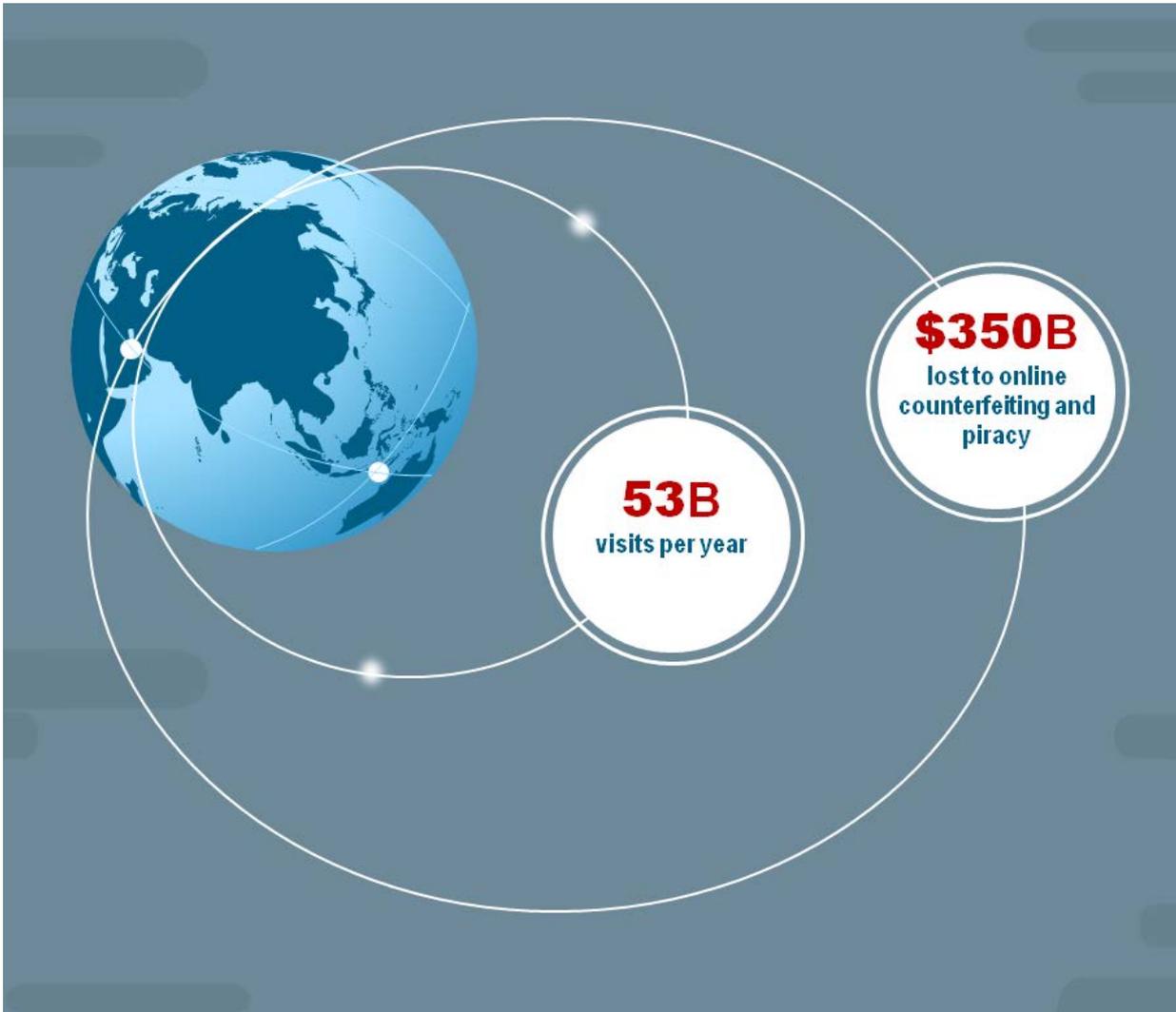
**Yabo Lin**  
Partner  
Sidley Austin LLP  
Palo Alto

# Piracy on the Rise



Source: Thomson Reuters MarkMonitor “Protecting Brands in the Digital World”, 2016

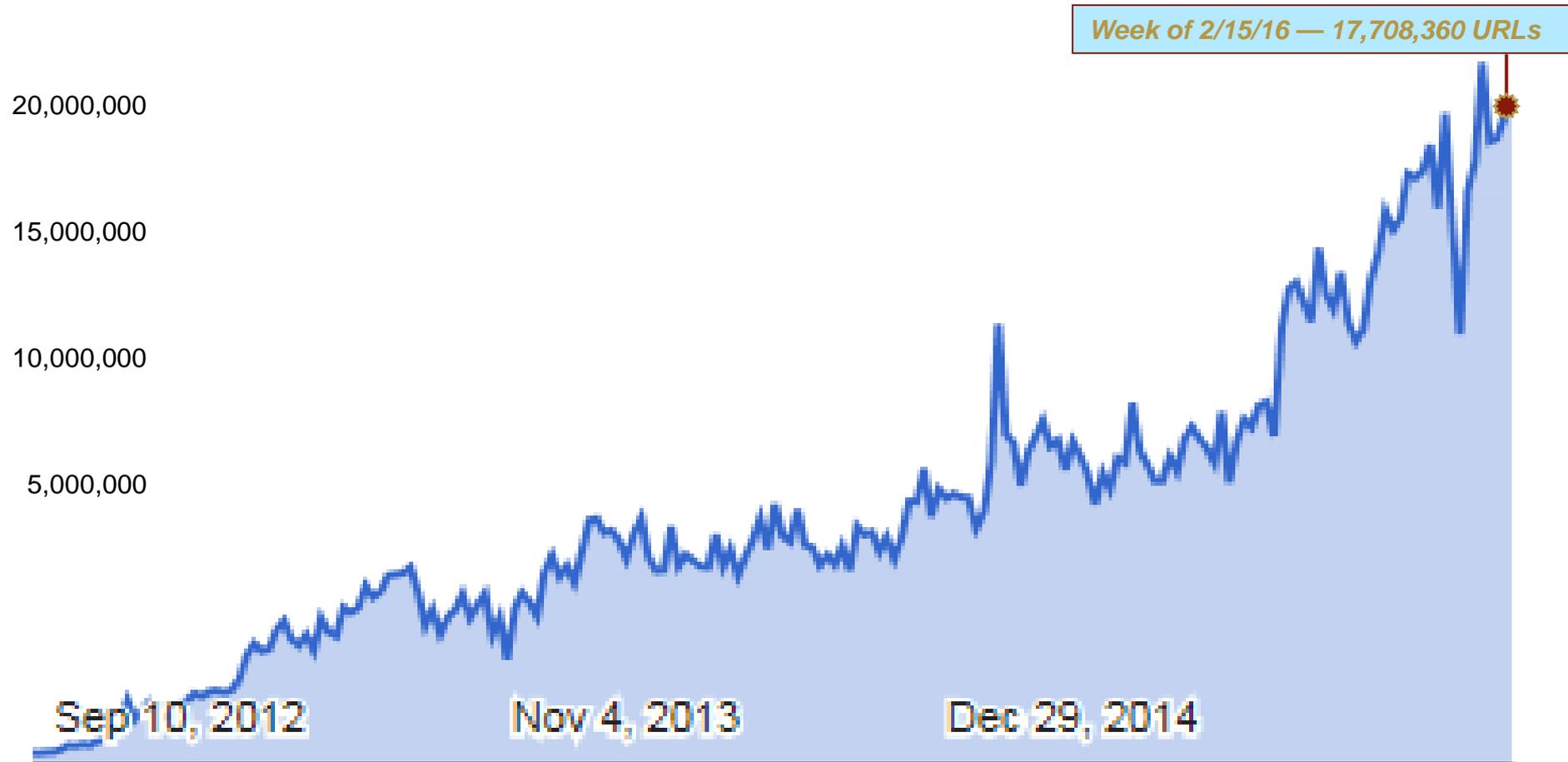
# Large Markets, High Costs



Source: Thomson Reuters MarkMonitor "Brand Protection in the Digital World", 2016

# Increasing Demands for Enforcement

## URLs requested to be removed from Google Search per week



Source: Google Transparency Report 2/22/2016

# The U.S. Enforcement Structure

---

- Office of IP Enforcement Coordinator
- U.S. Trade Representative's Office (USTR)

*“The Notorious Markets List highlights select online and physical marketplaces that reportedly engage in and facilitate substantial copyright piracy and trademark counterfeiting.”*

- Civil and Criminal Actions
  - Dept of Justice and Dept of Homeland Security
  - Seizure and Forfeiture – “Operation in Our Sites”
  - *Megaupload*
- Copyright Takedown – Digital Millennium Copyright Act
- Trademark Takedown – *Tiffany vs. eBay*